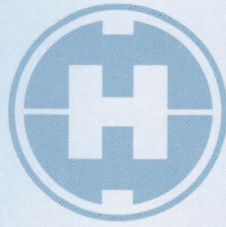




HERO
FACTORY



HEROFACTORY

we build heroes™

DUNCAN
BULK



JIMI
STRINGER



PRESTON
STORMER



WILLIAM
FURNO



NATALIE
BREEZ



MARK
SURGE



Dear BrickMaster™ member,

It is with great pride that I invite you to become a part of HERO FACTORY. It is my belief that your courage, imagination, and creativity will make you a valuable asset to our fight for justice.

Many years ago, I realized that with so much evil at large in the universe, a greater force for good was needed to combat it. With that in mind, I created HERO FACTORY. Today, this organization continues to thrive, dedicated to the preservation of peace and the enforcement of galactic law.

The heroes created here may be made of metal and powered by Hero Cores, but their bravery and skill are second to none. Regardless of the danger, they go forth to do battle with the villains that would bring destruction to innocent worlds. They are the last barrier that stands between the universe and the chaos that threatens to engulf it.

Yet even great heroes like Stormer, or skilled rookies like Furno, cannot do it alone. That is why we need people like you to help. The knowledge you have and the secrets you discover could be the difference between victory and defeat in the fight against villains like Von Nebula.

In this guide, you will meet some of the most courageous heroes, and some of the worst evildoers, in our universe. You will also learn more about how you can be a part of HERO FACTORY, plus get exclusive codes you can use to access top-secret material.

I look forward to welcoming you as part of the HERO FACTORY team!

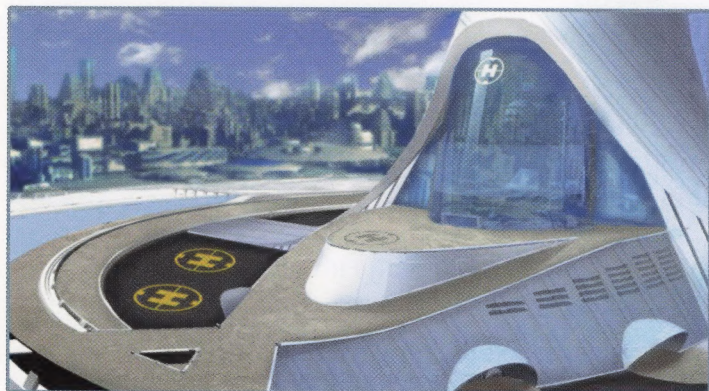
Sincerely,

A stylized, handwritten signature in black ink, appearing to read "Akiyama Makuro".

Akiyama Makuro
Chairman



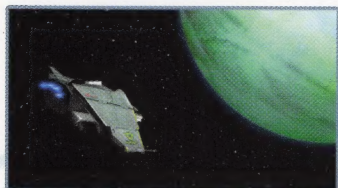
HISTORY OF THE HERO FACTORY



HISTORY OF THE FACTORY

When you join the Hero Factory crew, you're not just working at the biggest, most state-of-the-art robotics design and production facility in the galaxy. You're also becoming a key part of a long-standing tradition of pride, service, and civic responsibility that is dedicated to one thing and one thing only: the creation of heroes!

As every modern school-bot knows, the Hero Factory is located on a small asteroid-like world in the galactic nebula known as the Makuhero Belt. But do you know the rest of this famous factory's history?



The Hero Factory was founded by the wise Mr. Makuro, the oldest known robot on record and a daily inspiration to all of our employees. Only Mr. Makuro is allowed access to the rare and precious Quaza Stone from which all Hero Cores are made.

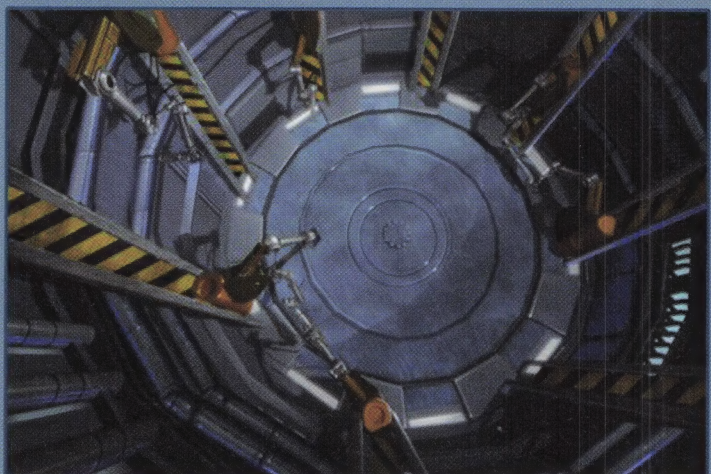
The staff of the Hero Factory once numbered only a few hundred robot workers. But over the years, thanks to the great success of the factory's Hero program, these hard-working mechanoids have multiplied into the millions, spreading across the planet and building villages, towns, and eventually immense cities that have become some of the greatest metropolises in the known galaxy. The largest of these is Makuhero City, built around the factory itself, which rises triumphantly from the city's center.



HOW HEROES ARE MADE

Deep beneath the shining factory tower is the Furnace, the birthplace of every hero created in the Hero Factory. Here, amidst the crackling sparks and gigantic fiery kilns, tons of metal are poured and forged into the tough alloys that make up the bodies and armor of all Hero Factory heroes.

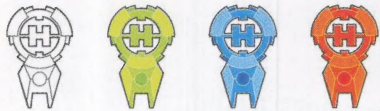
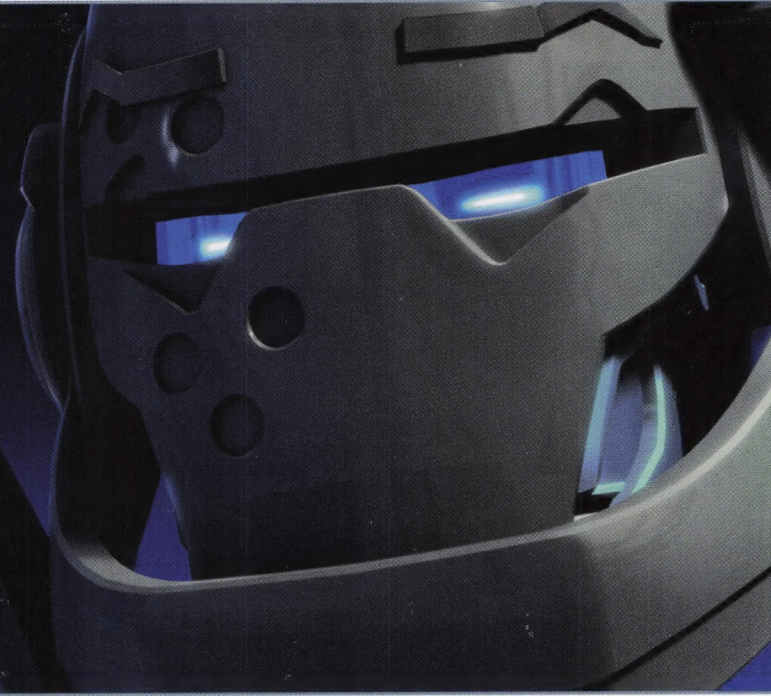
Rising above the Furnace is the tall tube of the Assembly Tower, where automated cranes assemble a new hero's delicate internal nano-chips and servos. Every hero is constructed from an original blueprint of parts and programming, giving each one a distinct personality and set of specialized skills. But there is one key component that no Hero Factory creation can be a hero without...





THE HERO CORE!

As they are put together piece by piece, new Hero Factory robots are lifted from one construction platform to the next until at last they reach the very top of the Assembly Tower. Here, within the top-secret Hero Core Room, each hero receives its most important asset: a unique Hero Core in its chest, containing a tiny piece of Quaza Stone, that brings the new rookie hero to life and imbues it with strength, energy, and a keen sense of justice.



Above the Hero Core Room is the Refitting Facility, where heroes are upgraded and enhanced to meet the requirements of specific missions. Whether the mission involves battling pirates in

deep space or fighting fires on farming planets, a hero can be fully equipped and ready for any situation in three minutes or less.

Finally, at the very top of the tower, comes the Supercharging Facility, where qualified rookies are powered up through a patented process that charges their Hero Cores and transforms them into fully-fledged Hero Factory heroes!



NOTE TO NOVICE HEROES:
Remember to charge up your Hero Core after every completed mission!

A CHARGED CORE MAKES A MIGHTY HERO!



TEAM ALPHA

DUNCAN BULK
AKA: THE BEHEMOTH

HF PROFILE - AUTHORIZED PERSONNEL ONLY

BULK IS A WALKING, ONE-ROBOT DEMOLITION SQUAD. BUILT TO WITHSTAND BLOWS THAT WOULD SHATTER AN ARMORED VEHICLE, BULK IS A MEMBER OF STORMER'S ELITE TEAM. ALTHOUGH HIS ARTIFICIAL INTELLIGENCE IS NOT THE MOST ADVANCED, HE IS EASILY THE STRONGEST ACTIVE HERO, WITH ENOUGH PURE POWER TO TAKE DOWN VIRTUALLY ANY VILLAIN.

QUOTE: "SORRY, GUYS, I DIDN'T MEAN TO BREAK IT."

EQUIPMENT: METAL SPHERE SHOOTER; REMOVABLE HERO CORE; ARMOR; HELMET WITH CAMERA AND COMMUNICATIONS HEADSET.





JIMI STRINGER

AKA: THE SUPERSONIC

HF PROFILE - AUTHORIZED PERSONNEL ONLY

STRINGER HAS TWO PASSIONS: FIGHTING FOR JUSTICE AND MUSIC. HIS SMOOTH, LAID-BACK APPROACH TO ADVENTURES, COOL HEAD, AND MASTERY OF EVERY ASPECT OF SOUND MAKE HIM A VALUABLE MEMBER OF STORMER'S TEAM. UNLIKE STORMER AND BULK, STRINGER LIKES WORKING WITH ROOKIES AND IS ALWAYS WILLING TO TRAIN WITH FURNO, BREEZ, SURGE AND OTHERS.

QUOTE: "LET'S ROCK."

EQUIPMENT: SONIC BOOM WEAPON; REMOVABLE HERO CORE; ARMOR; HELMET WITH CAMERA AND COMMUNICATIONS HEADSET.



PRESTON STORMER

AKA: THE PRO

HF PROFILE - AUTHORIZED PERSONNEL ONLY

A LIVING LEGEND, STORMER IS ALPHA LEADER AND TAKES HIS SQUAD ON THE MOST DANGEROUS HERO FACTORY MISSIONS. TOUGH, NO-NONSENSE, AND A SKILLED VETERAN OF HUNDREDS OF BATTLES, STORMER EXPECTS 110% FROM HIMSELF AND EVERYONE UNDER HIS COMMAND.

SPECIAL NOTE: EVER SINCE LOSING A ROOKIE HERO IN BATTLE ON A PAST MISSION, STORMER HAS BEEN ESPECIALLY HARD ON NEW MEMBERS OF HIS TEAM. SOME CAN TAKE IT; OTHERS HAVE TO BE TRANSFERRED TO OTHER SQUADS.

QUOTE: "OKAY, ROOKIES, PLAYTIME'S OVER."

EQUIPMENT: ICE SPIKE GUN; REMOVABLE HERO CORE; ICE ARMOR; COMMAND HELMET WITH CAMERA AND COMMUNICATIONS HEADSET.



ROOKIE TEAM



NATALIE BREEZ

AKA: THE WHIRLWIND

HF PROFILE - AUTHORIZED PERSONNEL ONLY

IF YOU'RE NOT PAYING CLOSE ATTENTION, YOU MAY JUST MISS HERO FACTORY'S NATALIE BREEZ: A COOL-HEADED, CONFIDENT YOUNG ROOKIE WITH INSANE SPEED AND A PASSION FOR PROTECTING THE WEAK. BREEZ IS ONE OF THE FIRST ROOKIES WE'VE CREATED USING A NEW, EXPERIMENTAL PROGRAM. WHEN SHE WAS INITIALLY SUPER-CHARGED, HER CORE CREATED A 'LINK' WITH NATURE IN MOST KNOWN GALACTIC REGIONS. THIS GIVES HER THE UNIQUE AND HIGHLY USEFUL ABILITY TO COMMUNICATE WITH VIRTUALLY ANY KNOWN CREATURE.

QUOTE: "OUR CORE MAKES US WHO WE ARE."

EQUIPMENT: ENERGIZED DUAL BOOMERANG; REMOVABLE HERO CORE; ARMOR; HELMET WITH CAMERA AND COMMUNICATION HEADSET.





MARK SURGE
AKA: LIVEWIRE

HF PROFILE - AUTHORIZED PERSONNEL ONLY

SURGE IS LUCKY TO HAVE FRIENDS LIKE FURNO AND BREEZ, BECAUSE HIS ELECTRIC PERSONALITY OFTEN GETS HIM INTO TROUBLE. EMOTIONAL AND HOT-TEMPERED, SURGE HIDES A SECRET: DEEP DOWN, HE IS CONVINCED HE WAS BUILT WITH A FLAW. HE FEARS HE WILL END UP GOING OVER TO THE SIDE OF EVIL. FULL OF GOOD INTENTIONS, THIS ROOKIE IS A STRONG AND FAST FIGHTER, WHO ABSOLUTELY IGNITES THE BATTLEFIELD WITH HIS PHYSICAL PROWESS. UNFORTUNATELY, HE IS STILL TOO INEXPERIENCED TO ALWAYS KNOW HOW BEST TO USE HIS STRENGTH.

QUOTE: "YEEHAAAAA!"

EQUIPMENT: ELECTRICAL SHIELD; LIGHTNING WEAPON; ARMOR; REMOVABLE HERO CORE; COMMUNICATIONS HELMET WITH CAMERA.



WILLIAM FURNO
AKA: YOUNG BLOOD

HF PROFILE - AUTHORIZED PERSONNEL ONLY

WITH A FIERY PASSION TO BECOME A TRULY GREAT HERO, AND A BURNING DESIRE TO EARN THE RESPECT OF ALPHA TEAM LEADER STORMER, THIS ROOKIE IS EXCEPTIONAL TO SAY THE LEAST. WILLIAM FURNO IS THE LATEST AND GREATEST, STATE-OF-THE-ART MODEL STRAIGHT OFF OUR ASSEMBLY LINE. SOME SAY HE HAS THE PUREST HERO CORE IN EXISTENCE, AND THERE'S NO DOUBT THAT WHEN HE GETS HIS FINAL SUPER-CHARGE, THIS IS ONE HERO NO BAD GUY WILL WANT TO MESS WITH.

QUOTE: "HEROES TO THE CORE!"

EQUIPMENT: DUAL FIRE SHOOTER; REMOVABLE HERO CORE; ARMOR; COMMUNICATIONS HELMET WITH CAMERA.



VILLAINS



MELTDOWN

HF VILLAIN PROFILE - AUTHORIZED PERSONNEL ONLY

THIS HUGE, POWERFUL, MENTALLY DERANGED ROBOT LOVES WATCHING HIS ENEMIES WITHER AFTER A BLAST OF DEGRADED NUCLEAR RADIATION FROM HIS WEAPONS. THIS IS ONE VILLAIN NOT MANY HEROES WANT TO MESS WITH! AND IF HIS SIZE AND TOXIC WASTE BLASTS WEREN'T ENOUGH, MELTDOWN IS NO DUMMY, AND IS ALMOST AS COMMITTED AS VON NEBULA TO THE DESTRUCTION OF THE HERO FACTORY.

MELTDOWN IS CURRENTLY WANTED FOR THE DESTRUCTION OF A MAJOR CITY, THE SABOTAGE OF AN IRIIDIUM MINE, NUMEROUS THEFTS AND ASSAULTS. NO HERO SHOULD ATTEMPT TO CHALLENGE HIM WITHOUT BACK-UP FROM THE REST OF THE TEAM.

QUOTE: "THE DAY YOU TAKE ME ON, HERO, IS THE DAY YOU BURN."

EQUIPMENT: ARMOR; RADIOACTIVE SLUDGE SHOOTER; METEOR BLASTER.

CORRODER

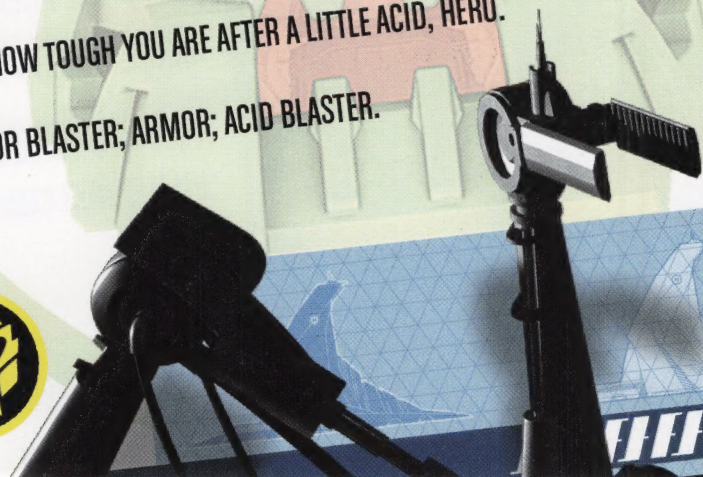
HF VILLAIN PROFILE - AUTHORIZED PERSONNEL ONLY

TOO SMART FOR HIS OWN GOOD, CORRODER HAS AN ACID TONGUE TO MATCH HIS ACID POWER, AND IT GETS HIM INTO TROUBLE. HE'S THE ONLY MEMBER OF VON NEBULA'S GANG WHO MIGHT ONE DAY CHALLENGE HIS BOSS. CORRODER WOULD MUCH RATHER GIVE ORDERS THAN TAKE THEM. BUT DON'T EXPECT HIM TO MAKE A MOVE UNTIL HE'S SURE HE CAN GET AWAY WITH IT.

CORRODER IS WANTED FOR THE DESTRUCTION OF PUBLIC MONUMENTS ON NUMEROUS WORLDS, THEFT FROM NUMEROUS PLANET TREASURIES, AND THE SABOTAGE OF THE CYGNIA THERMO-DAM.

QUOTE: "LET'S SEE HOW TOUGH YOU ARE AFTER A LITTLE ACID, HERO."

EQUIPMENT: METEOR BLASTER; ARMOR; ACID BLASTER.





THUNDER

HF VILLAIN PROFILE - AUTHORIZED PERSONNEL ONLY

THUNDER IS A BRUTE WHO RESPECTS ONLY ONE THING: POWER. SOME SAY HE'S TOO DUMB TO FEEL PAIN OR FEAR, BUT NO HERO CAN ASSUME HE CAN BE EASILY DEFEATED BECAUSE OF HIS LACK OF INTELLIGENCE. HE'S STRONG ENOUGH TO FIGHT HIS WAY OUT OF AN AMBUSH AND SMASH HIS WAY OUT OF MOST PRISON CELLS. WHEN HE'S CORNERED, HE CAN ROLL HIS BODY INTO A BALL AND HURL HIMSELF FORWARD, TOPPLING ENEMIES AS HE GOES.

THUNDER IS A SUSPECT IN THE DESTRUCTION OF AN ENTIRE TRADE FLEET (FOUND SHREDDED TO METAL SCRAP IN THEIR HANGARS), ALONG WITH COUNTLESS THEFTS AND ACTS OF EXTORTION.

QUOTE: "YOU THINK I'M DUMB. EVERYBODY THINKS I'M DUMB ... UNTIL I GET MY HANDS ON THEM."

EQUIPMENT: CRUSHER CLAW; METEOR BLASTER; ARMOR.



XPLODE

HF VILLAIN PROFILE - AUTHORIZED PERSONNEL ONLY

XPLODE IS ONE OF THE GALAXY'S MOST SUCCESSFUL CRIMINALS, ALREADY A MILLIONAIRE MANY TIMES OVER. BUT IF THE JOB LOOKS LIKE ENOUGH OF A CHALLENGE, HE'S READY TO JOIN UP. THE POISON-TIPPED, EXPLOSIVE SPIKES THAT LINE HIS BODY MAKE HIM A DANGEROUS THREAT. DON'T THINK HE CAN BE EASILY LURED INTO A TRAP, EITHER. HE'S SURVIVED THIS LONG BY KNOWING WHEN TO FIGHT AND WHEN TO RUN.

THERE ARE SO MANY WARRANTS OUT FOR XPLODE'S ARREST THAT WE WOULD NEED A WHOLE BOOK JUST TO LIST THEM. IT'S ENOUGH TO SAY THAT EVERY INHABITED PLANET WITHIN 1000 LIGHT YEARS HAS A REWARD OUT FOR HIM.

QUOTE: "I DON'T NEED YOUR MONEY. I WORK FOR THE THRILL."

EQUIPMENT: EXPLOSIVE SPIKES.



VILLAINS

ROTOR

HF VILLAIN PROFILE - AUTHORIZED PERSONNEL ONLY

ROTOR WORKS MOST OFTEN WITH XPLODE, MAINLY BECAUSE VON NEBULA KNOWS THIS TWISTED VILLAIN NEEDS SOMEONE TO KEEP HIM IN LINE. ROTOR'S BLADE CAN BE USED AS BOTH A WEAPON AND AS A MEANS OF FLIGHT. HE IS A MASTER OF ESCAPE, AS ELUSIVE AS THE WIND, BUT FURNO HAS VOWED TO BRING HIM TO JUSTICE.

WANTED FOR EXTORTION, SABOTAGE, AND ASSAULT IN MANY CORNERS OF THE GALAXY, ROTOR'S OWN HOME WORLD IS ALSO PURSUING HIM FOR TREASON. KNOWING THAT HE WILL BE DISASSEMBLED IF CAUGHT AND RETURNED THERE, ROTOR FIGHTS LIKE HE HAS NOTHING TO LOSE.

QUOTE: "I JUST LOVE CUTTING HEROES DOWN TO SIZE."

EQUIPMENT: METEOR BLASTER; ARMOR; ROTOR BLADE.

VON NEBULA

AKA: THE MASTERMIND, VON NESS

HF VILLAIN PROFILE - AUTHORIZED PERSONNEL ONLY

A BRILLIANT PLANNER AND ORGANIZER, VON NEBULA LEADS A CRIMINAL GANG THAT INCLUDES ROTOR, MELTDOWN, CORRODER, XPLODE AND THUNDER. HE HAS A SPECIAL HATRED FOR HERO FACTORY, BECAUSE HE WAS ONCE ONE OF US.

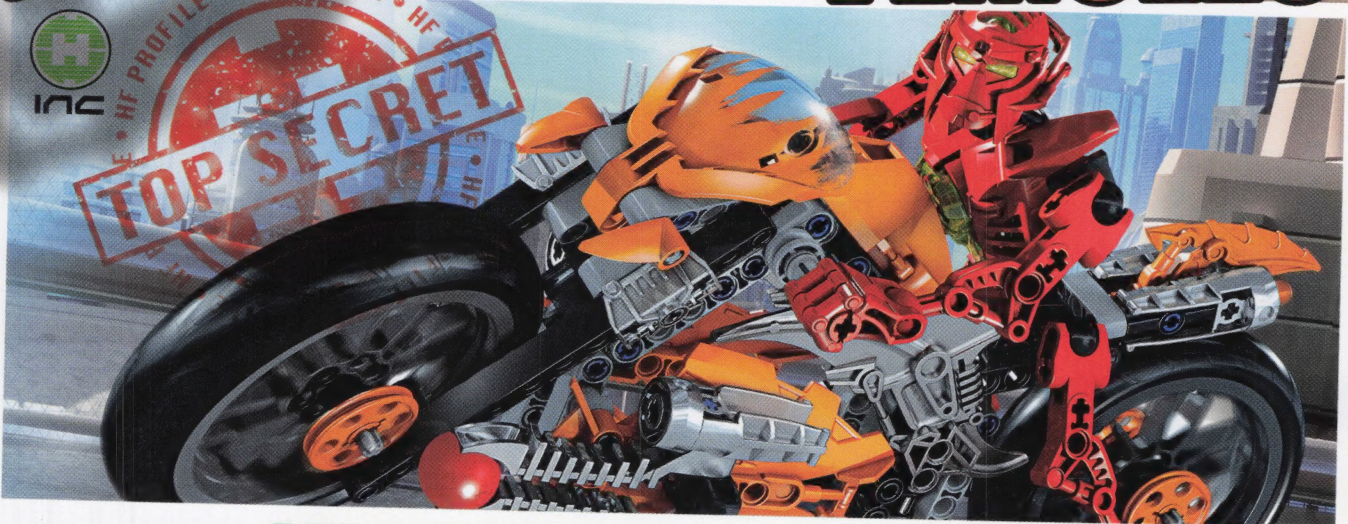
UNDER THE NAME VON NESS, HE WAS PART OF STORMER'S FIRST TEAM. DURING A FATEFUL MISSION, VON NESS' COWARDICE ALMOST RESULTED IN THE DESTRUCTION OF A CITY AND THE DEATH OF HIS TEAM LEADER. BLAMING STORMER FOR HIS OWN FAILURE, VON NESS DISAPPEARED, ONLY TO REAPPEAR YEARS LATER AS THE VILLAIN VON NEBULA. HE HAS VOWED TO DESTROY STORMER AND HERO FACTORY, AND WITH HIS POWER TO CREATE BLACK HOLES, HE MAY WELL SUCCEED.

QUOTE: "THE WORLD WILL TREMBLE WHEN I HAVE MY REVENGE!"

EQUIPMENT: BLACK HOLE STAFF.



VEHICLES



FURNO'S BIKE

HF PROFILE - AUTHORIZED PERSONNEL ONLY

THIS TWO-WHEELED EXPERIMENTAL CYCLE IS A PERSONAL FAVORITE OF ROOKIE HERO FURNO. EQUIPPED WITH DUAL PLASMA BLASTERS AND A POWERFUL NUCLEONIC ENGINE, FURNO HAS USED THIS BIKE IN BATTLE AGAINST ROTOR AND OTHER VILLAINS. ITS SUCCESS MEANS A CYCLE-RIDING HERO TEAM MAY BE IN HERO FACTORY'S FUTURE.



DROP SHIP

HF PROFILE - AUTHORIZED PERSONNEL ONLY

DESIGNED TO CARRY HEROES INSIDE THEIR HERO PODS TO THE SCENE OF THE ACTION, THE DROP SHIP IS ARMED WITH AN H-FORCE LAUNCHER AND PROTECTED BY A COCKPIT VARIO-FIELD. IN ADDITION TO BASIC TRANSPORT, IT ALSO PROVIDES AIR SUPPORT FOR TEAMS IN HOSTILE AREAS.

CATCH MORE HERO FACTORY ACTION ONLINE!

DESIGN YOUR OWN HERO!



Hero Factory needs a new hero for a special mission, and it's up to you to design him. Choose the helmet, armor, and more to create your own new hero, ready to battle injustice wherever he finds it!



Choose a
name and
core.

Customize
your body
parts,
weapons
and color.



TUNE IN TO HERO
FACTORY FM RADIO!

Hear the latest updates from Hero Factory, get villain status updates, and much more on this special station broadcast directly from Makuhero City!

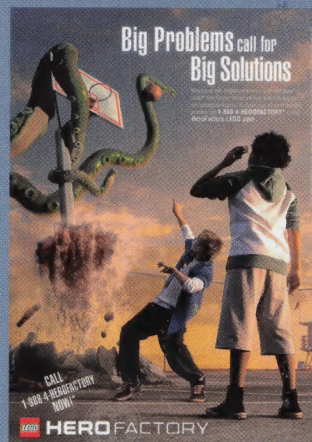


DOWNLOAD THE SIGHTS AND SOUNDS OF HERO
FACTORY!

Now you can download Hero Factory audio and video files right to your MP3 player, and take the adventures of Stormer and his team with you wherever you go!

CALL HERO FACTORY TODAY!

Monsters ruining your day? Von Nebula on a rampage in your town? Contact Hero Factory at **1-888-4-HERO-FACTORY*** and report your situation to the galaxy's greatest protectors. Or just leave a shout out for your favorite hero – you might hear it played online.



When it's not in your head,
but under your bed...

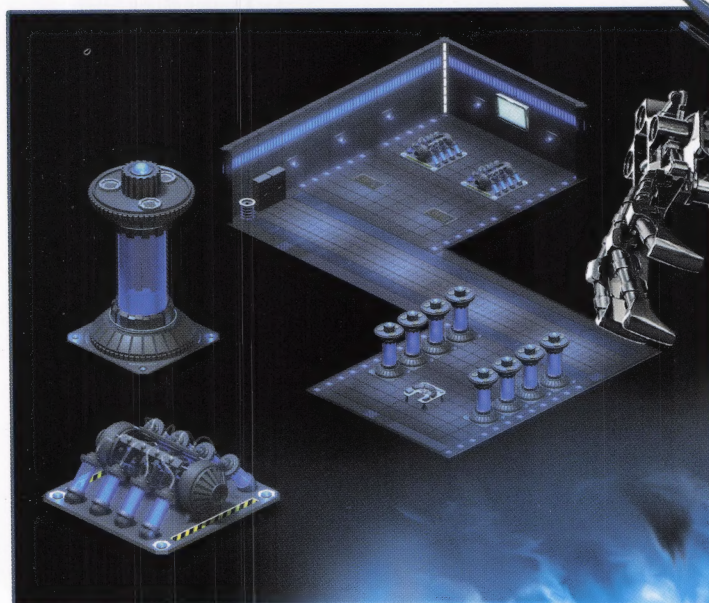
You need the services of LEGO® Hero Factory. Hero Factory heroes are built to handle any type of intergalactic emergency, so to report your villain or monster problem, call **1-888-4-HEROFACTORY*** or visit HeroFactory.LEGO.com.





PLAY MISSION: VON NEBULA!

The worst villain in the galaxy is on the loose and only you can stop him. Match your skills and your wits against the evil Von Nebula in this new online game. Can you stop his schemes before it's too late?



HERO FACTORY SECRET CODE!

When Hero Factory needs to send urgent messages to Stormer and his fellow heroes, they use the secret code below. And you can use it too – starting this month and all year long, you'll find special Hero Factory Club Codes in your issues of LEGO Club Magazine. Use the key on this page to decode those Club Codes, then enter them on www.LEGOclub.com to get exclusive Hero Factory bonus material!



A B C D E F G H I J K L M



N O P Q R S T U V W X Y Z

